

EFFECT OF CELEBRITY ENDORSER CREDIBILITY ON CONSUMER PURCHASE INTENTION OF MADE-IN-NIGERIA CLOTHING IN ABUJA

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Abstract

This study assessed the effect of credibility of celebrity endorsers on purchase intention of made-in-Nigeria clothing in Abuja using a survey research design. The dimensions of source credibility include trustworthiness, expertise, and attractiveness as independent variables while purchase intention is the independent variable. Data were collected through a structured five-point Likert scale questionnaire from a sample of 447 adult respondents ranging from ages 18 years and above. The data collected were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with the aid of SmartPLS v3 software. The findings revealed that trustworthiness, expertise, and attractiveness had significant positive effect on purchase intention, with expertise having the strongest effect, followed by attractiveness. Based on the findings, the study recommended that clothing brands should partner with celebrity endorsers that have a reputation for integrity and are genuine, honest, and reliable in their representation of the brand. Also, fashion brands should prioritize collaborating with celebrity endorsers who demonstrate relevant knowledge, skills, and experience in fashion so as to build credibility with consumers. Thirdly, clothing brands should work with attractive celebrity endorsers for brand ambassador campaigns especially those with a clear "match-up" between the celebrity's type of attractiveness and the brand's values.

Keywords: Credibility, Celebrity Endorser, Trustworthiness, Expertise, Attractiveness, Purchase Intention.

INTRODUCTION

The fashion industry is a major economic driver and according to the Global Fashion Agenda (2022), the fashion industry is worth approximately \$2.5 trillion globally, contributing significantly to the GDP in many countries. A flourishing fashion industry has the potential of making a significant impact on the economy of a nation through job creation, trade, cultural influence, and innovation. However, in this industry, brand differentiation and consumer engagement are necessary for success. Most businesses are seeking innovative strategies of capturing consumer attention with a view of influencing their purchasing decisions. Morwitz (2014) described purchase intention as a vital aspect of consumer behaviour, and reflects the likelihood that a consumer will buy a product. Also, Wu et al, (2012) defined purchase intention as the likelihood that a consumer will buy a product, and is a critical metric for assessing the effectiveness of marketing strategies. Sharma and Sivadas (2005) views purchase intention as a behavioural intention that forecasts future buying behaviour and shows a consumer's mental readiness to buy.

A strategic approach employed by brands to enhance market presence and influence consumer behaviour is the use of celebrity brand ambassadors also called celebrity endorsers. A celebrity brand ambassador is a celebrity who participates in brand-promotion actions either by word of mouth, or by sharing information about the company and the brand on social media networks such as Instagram, TikTok, Facebook, and Twitter; or on professional networks such as LinkedIn. According to Chaddha et al. (2021), the use of celebrity endorsers makes the customers to recognise and recall the brand thereby influencing the purchasing intentions and decisions. However, the study by Cappello and Larosa (2016) reported that the credibility of a celebrity endorser plays a crucial role in determining the effectiveness of endorsement and has significant influence in shaping consumer perceptions and behaviours. According to Ohanian (1990) brand ambassador credibility is perceived through the lenses of trustworthiness, expertise, and attractiveness, which can significantly impact consumer attitudes and behaviour. Some other studies on source credibility and consumer behaviour in which the dimensions of source credibility trustworthiness, expertise and attractiveness were used as variables include Chakraborty (2019), Ismagilova et. al. (2020), and Alona and Yongsoo (2023).

Trustworthiness refers to the honesty, integrity, faithfulness, reliability and believability of individuals who endorse or represent a brand (Khatri 2006). Trustworthiness reflects the extent to which audience members trust and believe what the celebrity endorser says about the advertised brand.

Expertise describes the experience, competence, perceived knowledge and skill of the celebrity endorser (Amos et al. 2008). Expertise shows the celebrity endorser's personal and professional history related to the brand or its industry and this includes previous roles, product usage, and interactions with the brand, which contribute to a deeper understanding of its value.

Attractiveness refers to all the characteristics that make a celebrity endorser attractive to target audience and elicits a positive attitude from consumers towards the brand and these include qualities such as physical look, personality traits, charisma, likeability and an attractive lifestyle (Shimp 2007).

Consumer purchase intention indicates the likelihood or inclination of a consumer to purchase a particular brand of product or service within a certain time frame. It is a vital component of consumer behaviour and decision-making process, an understanding of which is essential for businesses to predict and influence consumer buying behaviour effectively. Khan et al. (2016) defined purchase intention as the desire or plan to buy a product of a certain brand, or obtain a service in future.

The Nigerian fashion industry faces significant challenges in capturing domestic market share against imported alternatives. There is the issue of market saturation as a result of the influx of imported ready-made clothing which intensifies competition for market share, and poses a threat to locally made clothing (McKinsey & Company 2020). Another Major challenge is prevailing consumer perception that locally made clothing is of lower quality compared to the imported ones (Ojo 2021). The upper class prefer high end imported designer wears and the lower class prefer imported second hand clothing the popularity of which is on the increase. While other countries are exporting clothes, Nigeria is spending her foreign exchange massively on importation of clothes. One wonders whether the major problem centres on the inability of Nigerian clothing brands to effectively communicate their value proposition so as to encourage strong consumer purchase intentions.

This study will use Ohanian (1990) source credibility model for the variables for celebrity endorser credibility and these include trustworthiness, expertise, and attractiveness as the independent variables while purchase intention is the dependent variable. The survey is essentially on the effect of celebrity endorser trustworthiness, expertise, attractiveness on consumer purchase intention of made-in-Nigeria clothing in Abuja. The consumers include everyone that buys clothing in all the six area councils in Abuja which include Abaji, Bwari, Gwagwalada, Kuje, Kwali, and Abuja municipal (AMAC). It is assumed that everyone wears clothes, so the population for the study is the estimated population of Abuja which is the geographical location covered by the survey.

This study will provide valuable insights for local manufacturers of clothing, marketers, and policymakers striving to strengthen domestic production and consumption patterns in the fashion industry. By exploring consumer attitudes towards celebrity endorsers and their clothing choices, this study seeks to contribute to the existing body of knowledge in marketing and consumer behaviour. It aspires to offer actionable recommendations for leveraging celebrity endorsements in promoting local fashion brands, ultimately contributing to the growth and sustainability of the Nigerian clothing industry.

Flowing from the foregoing preview, the objectives of this study are to, examine:

- i. the effect of trustworthiness on consumer purchase intention of made-in-Nigeria clothing in Abuja.
- ii. the effect of expertise on consumer purchase intention of made-in-Nigeria clothing in Abuja.
- iii. the effect of attractiveness on consumer purchase intention of made-in-Nigeria clothing in Abuja.

The following hypotheses were formulated and tested:

Ho₁: Trustworthiness has no significant effect on consumer purchase intention of made-in-Nigeria clothing in Abuja.

Ho₂: Expertise has no significant effect on consumer purchase intention of made-in-Nigeria clothing in Abuja.

Ho₃: Attractiveness has no significant effect on consumer purchase intention of made-in-Nigeria clothing in Abuja.

LITERATURE REVIEW

Credibility

The concept of credibility broadly revolves around the believability of a source or message and is a foundation in understanding how individuals evaluate and accept information. Umeogu (2012) citing Aristotle's seminal work '*Rhetoric*', defined credibility as the perceived moral and intellectual qualities of the communicator, and suggested that an audience's trust is cultivated by their perception of the speaker's wisdom, virtue, and benevolence. He posited that a speaker's persuasive power was deeply intertwined with their character, encompassing good sense, good moral character, and goodwill. Hovland et al (1953) defined credibility through two dimensions namely: trustworthiness and expertise (or competence) stating that 'Trustworthiness refers to the audience's perception of the source's honesty, integrity, benevolence and believability, while expertise relates to the source's perceived knowledge, skills, experience and competence in a particular domain. Metzger et al (2010) defined credibility generally as the believability of information and its source. Ohanian (1990) developed a three-dimensional model for understanding celebrity endorser credibility comprising trustworthiness, expertise, and attractiveness. Attractiveness is interpreted in terms of physical appeal, and extends beyond mere appearance to include concepts such as likability, familiarity, and similarity to the target audience. According to Amos et al (2008) celebrity credibility has a significant positive effect on advertising effectiveness, brand attitudes, and purchase intentions across diverse product categories and consumer segments.

Celebrity Endorsers

Celebrity endorsers are high-profile personalities, ranging from singers, music, movie or sports stars actors who leverage their fame to generate brand awareness, brand identity, meaning and trust for a company's product or service (Ambrose et al. 2014). According to Park et. al. (2010) celebrity endorsers are living representations of the brand, showcasing its essence through their actions and communication. Celebrity endorsement is based on using a celebrity's fame or social status to promote or raise awareness about a product, brand or service. The advantages of the use of celebrity endorsers include their high name recognition, broad reach, emotional connection and aspiration. Celebrities possess a great deal of star power, instantly capturing audience attention and generating significant brand awareness across various demographics. Also, their association with a brand evokes positive emotions and a sense of aspiration, which in turn influences consumer purchase intentions (Fill et al. (2013).

Trustworthiness

Trustworthiness refers to the perceived morality, goodness, honesty, integrity, and believability of the celebrity endorser, reflecting the extent to which the audience trusts and believes what the celebrity says regarding the advertised brand (Ohanian 1990, Shimp 2003). Also, Khatri (2006) defined trustworthiness as the honesty, integrity, faithfulness, reliability and believability of individuals who endorse or represent a brand. Trustworthiness is one of the dimensions of credibility, and connotes the celebrity endorser's positive properties that influence the acceptance of his message by consumers (Erdogan 1999). Trustworthiness reflects the extent to which audience members trust and believe what the celebrity endorser says about the advertised brand. Many consumers are more likely to trust and be persuaded by a celebrity endorser they believe is sincere in his/her recommendations. The core consistent idea of trustworthiness is that a trustworthy celebrity endorser is someone the audience perceives as genuine, honest, and reliable in their representation of the brand.

Expertise

Expertise refers to knowledge, experience, competence, or relatable qualities which make the celebrity endorser a credible source of information about the brand and its products since they are seen as legitimate representatives of the brand. Roozen (2008) defined celebrity endorser expertise as the degree to which a celebrity endorser is a valid and credible source of the information being communicated about the brand. Also, Amos et al. (2008) defined expertise as the experience, competence, perceived knowledge and skill of the celebrity endorser. Experience refers to the celebrity endorser's personal and professional history related to the brand or its industry and this includes previous roles, product usage, and interactions with the brand, which contribute to a deeper understanding of its value. Competence refers to the ability to perform which reflects the celebrity endorser's ability to effectively communicate and represent the brand and includes understanding the brand's products, services, and overall mission. Competence also encompasses professional skills or any relevant skills that enhance the celebrity endorser's effectiveness, such as public speaking, marketing knowledge, or social media engagement. Perceived knowledge refers to how consumers view the celebrity endorser's understanding of the brand and its offerings as this is crucial because a celebrity endorser's knowledge must be recognized by the consumers for it to be effective. Skill involves the celebrity endorser's ability to articulate messages clearly and persuasively as strong communication skills enable the celebrity endorser to convey the brand's values and benefits effectively. In summary, celebrity endorser expertise requires that celebrity demonstrate relevant knowledge, skills, and experience to build credibility with consumers.

Attractiveness

Shimp (2007) described celebrity endorser attractiveness as all the characteristics that make a celebrity endorser attractive to target audience and elicits a positive attitude from consumers towards the brand and these include qualities such as physical look, personality traits, charisma, likeability and an attractive lifestyle. Belch and Belch (2011) called attractiveness 'stopping power' by which attractive celebrity endorsers capture and hold the attention of consumers towards the brand in a chaotic and cluttered media environment. Physical attractiveness includes being attractive, beautiful, elegant, and charming which position celebrity endorser attractiveness as an attention-capturing mechanism, and emphasizes its ability to break through the increasingly saturated marketing communications landscape. Till and Busler (2000) defined celebrity endorser attractiveness as the degree to which the celebrity endorser's physical appearance is considered aesthetically pleasing to consumers. They emphasized that attractiveness is subjective in nature and multidimensional extending beyond mere physical beauty to encompass both tangible physical attributes and intangible social qualities and perceived social characteristics such as personality traits, lifestyle attributes, and social appeal that collectively contribute to a celebrity endorser's appeal. Attractive celebrity endorsers are particularly effective in situations where there is a clear "match-up" between the celebrity endorser's type of attractiveness and the brand's values, especially in product categories that are inherently related to attractiveness. Celebrity endorser attractiveness operates through multiple mechanisms to influence consumer behaviour, and this includes enhanced message credibility, increased advertisement likability, improved brand recall, and strengthened purchase intentions.

Consumer Purchase Intention

Consumer purchase intention, also called buying interest, is the willingness or likelihood that a consumer will buy a product or service and arises when a person has received enough information about the products or services desired (Chinomona, 2013). According to Khan et al. (2016), consumer purchase intention indicates the inclination, desire or plan of a consumer to purchase a particular brand of product or service in future or within a certain time frame. It is a vital component of consumer behaviour and decision-making process, an understanding of which is essential for businesses to predict and influence consumer buying behaviour effectively. Solomon (2020) emphasized that purchase intention is not merely a singular decision point but rather a culmination of various stages including need recognition, information search, and alternative evaluation. There is a strong correlation between purchase intention and actual purchase behaviour (Solomon 2020). Diallo (2012) highlighted that purchase intention has four indicators namely, planning to buy, having a budgeted money to buy, considering to buy, and having

the tendency to buy. Ghosh (1990) submitted that purchase intention is important as a predictor of the buying process. Consumer purchase intention has predictive value as it serves as a leading indicator of actual purchase behaviour providing valuable insights into consumer demand and market potential. An understanding of factors influencing purchase intention helps businesses develop target specific marketing strategies and communication tactics to influence consumer behaviour effectively.

Trustworthiness and Purchase Intention

Onua et al (2019) examined the effect of celebrity endorser trustworthiness on consumer purchase intentions of selected telecommunication companies in Nigeria. The sample size was 519 students from 3 selected universities in the South West, South East and Northern Nigeria. The findings showed that there is a positive effect of celebrity endorser trustworthiness on consumer purchase intention. The result also showed that an increase in brand ambassador trustworthiness produces an increase in consumer purchase intentions.

Freeman and Chen (2015) evaluated the impact of celebrity endorser trustworthiness on purchase intention in young adults in Malaysia. The study adopted a quantitative approach, with a structured questionnaire distributed to 318 young adults aged between 18-25 years. The overall empirical results show that the trustworthiness of brand ambassadors has a positive and significant effect on consumer purchase intention.

Oteh et al. (2023) evaluated celebrity endorser trustworthiness and customer purchase intention of small and medium-scale enterprises (SMEs) products in African context. The sample size was 271 consumers of local footwear in South-East Nigeria. Data was collected through a structured questionnaire distributed online using a mix of snowball and purposive sampling. The finding was that the relationship between celebrity endorser trustworthiness and patronage of locally produced footwear is not significant hence is not associated with patronage of local foot wears. They found that quality had the greatest influence on the purchase intention.

Expertise and Purchase Intention

Chaddha et al. (2021) examined the effect of celebrity endorser expertise on consumer purchase intentions in Indian travel service industry. Structured questionnaires were distributed to 322 respondents belonging to Delhi-NCR using non-random convenience sampling. The study found that celebrity endorser expertise significantly impacts purchase intention in the services offered by the tourism sector in India.

Gupta et al. (2015) examined the impact of celebrity endorser expertise on consumers purchase intention in India. Through a survey of 336 Indian respondents who were exposed to celebrity endorsers for various products and brands, the study attempted to find out the impact of expertise on consumers purchase intention. Results reveal that celebrity endorser expertise did not have significant impact on consumer purchase intention.

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Attractiveness and Purchase Intention

Chaddha et al. (2018) evaluated the impact of celebrity endorser attractiveness on consumer purchase intention for services offered by banks in Delhi-NCR. The survey of 234 respondents using banking services from Delhi-NCR was done by using convenience sampling method with a structured questionnaire. The findings showed that brand ambassador attractiveness has significant influence on consumer purchase intention in availing banking services.

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Source Credibility Theory (SCT)

Source credibility theory was developed by Carl Hovland, Irving Janis, and Harold Kelley in 1953. This theory postulates that the effectiveness of a persuasive message is significantly influenced by the perceived credibility of the source delivering the message as people are more likely to be persuaded when the source presents itself as credible. Source credibility theory provides a framework for understanding how celebrity endorsers influence consumer purchase intentions. When consumers perceive a celebrity endorser as a credible source, they are more likely to develop positive attitudes toward the brand and subsequently form stronger purchase intentions. When a brand works with a credible celebrity endorser, they are essentially leveraging the source's expertise and trustworthiness to enhance the perceived credibility of their brand and products. A credible celebrity endorser is able to positively impact consumer perception in several ways such as enhanced product perception, increased brand trust, positive attitude formation, and stimulated purchase intention. Ohanian (1990) found that perceived expertise of celebrity endorsers had strong correlation with consumers' purchase intentions, suggesting that brands should select celebrity endorsers who demonstrate genuine knowledge or relevance to the product category. The research by Spry et al (2011) demonstrated that celebrity endorser credibility has both direct and indirect effects on purchase intention as it revealed that credible celebrity endorsers enhance brand credibility, which in turn positively influences brand equity and purchase intention.

METHODOLOGY

The study adopted a cross-sectional survey design to explore the effect of celebrity endorser credibility on consumer purchase intention of made - in - Nigeria clothing in Abuja. According to the National Bureau of Statistics (NBS), the population of Abuja is 3,067,460, and the sample size for the study was 384 determined using Cochran's formula for sample size calculation. To account for potential non-responses, the sample size was increased by 20%, yielding a final target of approximately 461 respondents. Data were collected using a structured questionnaire adapted from Ohanian (1990), Chaddha et al. (2021), and Spears and Singh (2004). The questionnaire consisted of two sections, section A for the demographic information while section B covered 28 items designed to measure the independent variables, trustworthiness, expertise, attractiveness and the dependent variable consumer purchase intention using a five-point Likert scale ranging from "Strongly Disagree" as 1, and "Strongly Agree" as 5. A purposive sampling technique was employed to ensure that only adult consumers from age 18 and above are included. To ensure broad coverage, data collection was done by sharing the questionnaire online via social media platforms such as WhatsApp, Facebook Messenger and Telegram. These platforms are widely used in Abuja and helped reach a diverse audience quickly. The data collected were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with the aid of SmartPLS v3 software.

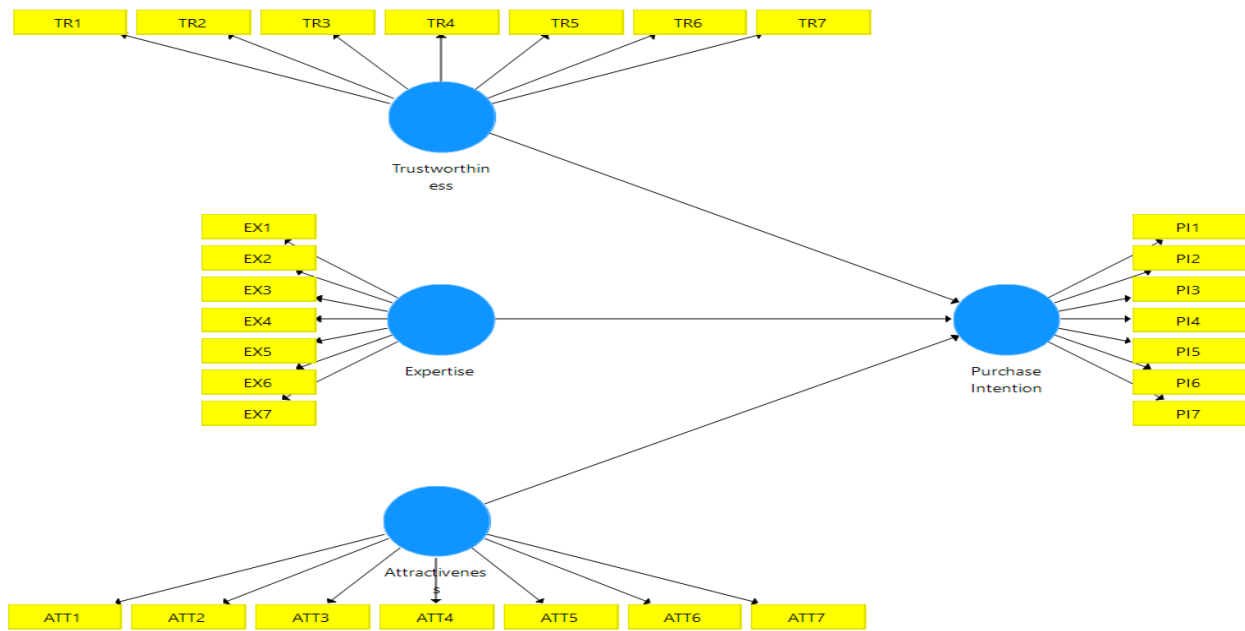


Figure 1: Theoretical Model for the Study

RESULTS AND DISCUSSIONS

The Measurement Model

To assess the measurement model, the outer loadings of the study items are evaluated and loadings that exceed 0.70 are accepted because they demonstrate that over 50% of the variance in the indicator is explained by the construct (Hair et al. (2019). Loadings above the 0.70 threshold portray a strong connection between the items and their underlying constructs which enhances confidence in the accuracy and validity of the measurement model. All the outer loadings exceeded the threshold of 0.7 showing significant relationship between each item and the corresponding construct.

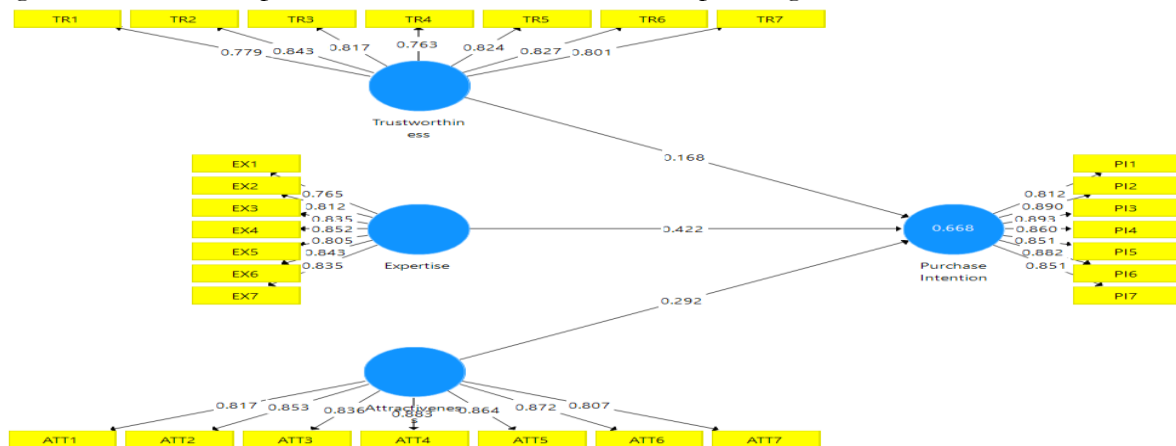


Figure 2: Indicator Outer Loadings

Table 1: Reliability of Study Scale

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Trustworthiness	0.911	0.913	0.929	0.653
Expertise	0.920	0.922	0.936	0.675
Attractiveness	0.935	0.937	0.947	0.718
Purchase Intention	0.943	0.945	0.953	0.745
Treshold	0.7	0.7	0.7	0.5

Source: Smart PLS Output 2025

The results of the reliability assessment indicate that all constructs measured in the study demonstrate strong internal consistency and convergent validity. Cronbach's Alpha values range from 0.911 for Trustworthiness, 0.920 for Expertise, 0.935 for Attractiveness and 0.943 for Purchase Intention, all of which surpass the accepted threshold of 0.70, confirming that the items within each construct reliably measure the same underlying concept. Similarly, the rho_A values which offer a more accurate estimate of reliability closely mirror the alpha values, further affirming internal consistency.

In terms of Composite Reliability, the values range from 0.929 for Trustworthiness, 0.936 for Expertise, 0.947 for Attractiveness and 0.953 for Purchase Intention, all of which exceed the benchmark of 0.70. This reinforces that the latent constructs are measured with high reliability. Importantly, the Average Variance Extracted (AVE) values are all above the minimum threshold of 0.50, indicating that more than half of the variance in the observed variables is accounted for by the latent constructs.

Table 2: Heterotrait-Monotrait Ratio (HTMT)

	Trustworthiness	Expertise	Attractiveness	Purchase Intention
Trustworthiness				
Expertise	0.865			
Attractiveness	0.730	0.854		
Purchase Intention	0.752	0.842	0.787	

Source : SmartPLS Output 2025

Table 2 presents the Heterotrait-Monotrait Ratio (HTMT) analysis, which assesses discriminant validity among the constructs. The HTMT values between constructs are all below the recommended threshold of 0.9, indicating satisfactory discriminant validity. Specifically, the HTMT values are 0.865 between trustworthiness and expertise, 0.730 between trustworthiness and attractiveness, 0.854 between expertise and attractiveness, 0.752 between purchase intention and trustworthiness, 0.842 between purchase intention and expertise, 0.787 between purchase intention and attractiveness. These results suggest that each construct is sufficiently distinct from the others, thereby supporting the model's discriminant validity.

Structural Model

The structural model presents the robust path analysis between the independent and dependent variable. In this structural model, the standard assessment criteria were considered and these include the path coefficient, t-values, p-values and coefficient of determination (R^2).

Table 3: R^2 and Predictive Relevance

	R Square	R Square Adjusted
Purchase Intention	0.668	0.666

Table 3 presents the R^2 and adjusted R^2 values for the construct of Purchase Intention. The R^2 value of 0.668 for the dependent variable Purchase Intention indicates that approximately 66.8% of the variance in consumers' purchase intention can be explained by the combined effects of the independent variables. This implies that the model has good predictive power for Purchase Intention, confirming that the constructs of Trustworthiness, Expertise, and Attractiveness are significant predictors of consumer Purchase intention in Abuja, Nigeria.

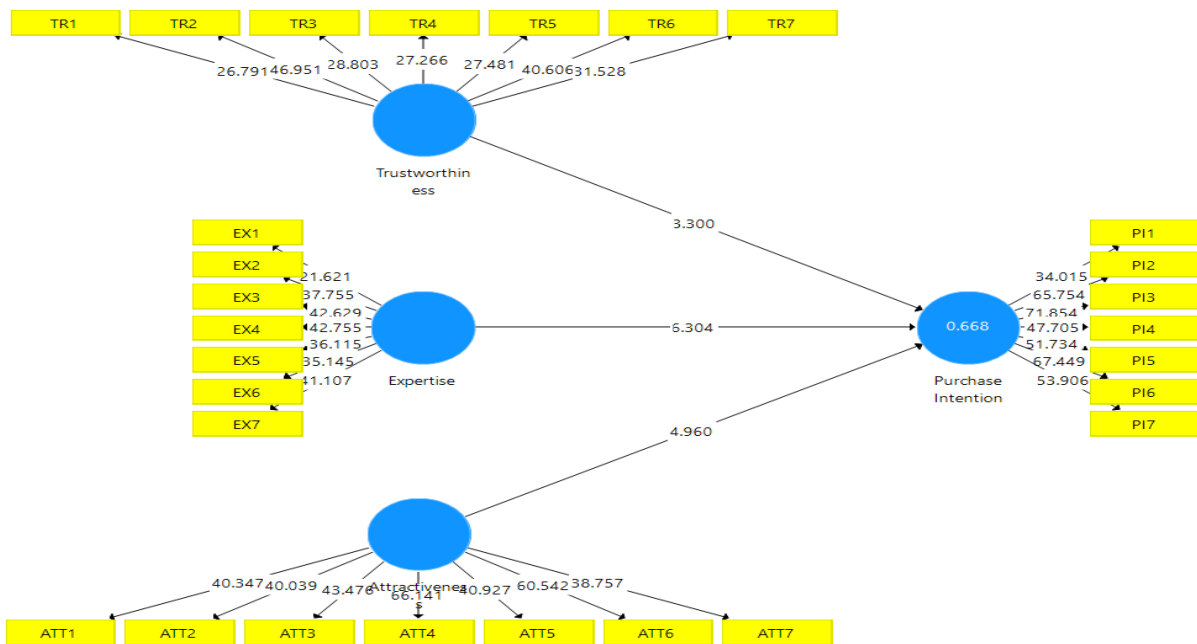


Figure 3: Path Coefficient of the regression model

Table 4: Path Coefficients

	Beta**	T Statistics	P Values	Decision
Trustworthiness -> Purchase Intention	0.168	3.300	0.001	Rejected
Expertise -> Purchase Intention	0.422	6.304	0.000	Rejected
Attractiveness -> Purchase Intention	0.292	4.960	0.000	Rejected

Source: Smart PLS Output 2024

Table 4 presents the path coefficients, T-values, P-values that provide insight into the strength and statistical relevance of the relationships between the independent variables—Attractiveness, Expertise, and Trustworthiness, and the dependent variable, Purchase Intention.

Test of Hypotheses

The results in Table 4 show that the path coefficient for the relationship between trustworthiness and purchase intention is 0.168, with a t-statistics of 3.300, and a p-value of 0.001 which is less than 0.05 ($p < 0.05$) showing that trustworthiness has a moderate but statistically significant positive effect on consumer purchase intention; hence the null hypothesis (H_{01}) is rejected.

The path coefficient for Expertise on Purchase Intention presents the strongest relationship, with a path coefficient of 0.422, a T-statistic of 6.304, and a p-value of 0.000. Since the P value is less than 0.05, the null hypothesis (H_{02}) is rejected, meaning that expertise has a significant influence on consumer purchase intention.

The relationship between Attractiveness and Purchase Intention shows a path coefficient of 0.292, with a T-statistic of 4.960 and a p-value of 0.000. Given that the p-value is statistically significant at the 0.000 level, the null hypothesis (H_{03}) is rejected. This result hence indicates that perceived attractiveness has a strong and significant positive influence on consumer purchase intention.

Discussion of Findings

This study assessed credibility of celebrity endorsers on consumer purchase intention of made-in-Nigeria clothing in Abuja. The study specifically examined the influence of three key factors of credibility which according to Ohanian (1990) are trustworthiness, expertise, and attractiveness. The Beta coefficient for trustworthiness was 0.168 showing that trustworthiness has a positive relationship with purchase intention. This means that for every unit increase in the trustworthiness, purchase intention increases by 0.168 units on the average, thus indicating that perceived trustworthiness and honesty in a celebrity endorser contributes positively to consumer purchase intention. This finding is in alignment with the

findings in the studies by Onua et al. (2019) and Freeman and Chen (2015). However, the result is not in alignment with the study by Oteh et al. (2023) who found that the relationship between brand ambassador trustworthiness and patronage of locally produced footwear is not significant as consumers were more interested in the quality.

As regards expertise, the outcome shows that with a Beta coefficient of 0.422, expertise has a positive relationship with purchase intention. Consequently, every unit increase in expertise produces an increase in purchase intention by 0.422 units indicating that perceived expertise of a celebrity endorser has significant influence on consumer purchase intention which is in alignment with the study by Chaddha et al. (2021). However, it does not align with the study by Gupta et al. (2015) that found that brand ambassador expertise did not have significant impact on consumer purchase intention.

With respect to attractiveness, the relationship between attractiveness and purchase intention was confirmed to be positive with a Beta coefficient of 0.292. Accordingly, for every unit increase in attractiveness, purchase intention increases by 0.292 units on the average portraying that perceived attractiveness of a celebrity endorser has significant influence on consumer purchase intention which is in alignment with the studies by Freeman and Chen (2015), Gupta et al. (2015), Onua et al (2019), and Chaddha et al. (2021). However, the result is not consistent with the study by Oteh et al. (2023) which revealed that the relationship between brand ambassador attractiveness and patronage of locally produced footwear in Nigeria is not significant.

CONCLUSION AND RECOMMENDATION

Celebrity endorsers credibility influences the acceptance of the message by consumers and makes them believe what the celebrity endorser says about the advertised brand. In the fashion industry, consumers are particularly influenced by the perceived competence, knowledge and skill of the celebrity endorser hence expertise plays a critical role in fostering trust and encouraging consumer purchase intention of made-in-Nigeria clothing. A visually appealing, attractive, and relatable celebrity endorser can meaningfully increase advertisement likability, improve brand recall, enhance and strengthen consumer purchase intentions of made-in-Nigeria clothing. In conclusion, the use of credible celebrity endorsers in brand promotional activities, leads to a positive attitude towards the endorsed clothing brand, increases consumers' trust in the brand and significantly increase consumers' desire to buy the products to the benefit of manufacturers of made-in-Nigeria-clothing and other players in the Nigerian fashion industry.

Based on the findings, the following recommendations were made:

1. Clothing brands should partner with celebrity endorsers that have reputation for integrity and are genuine, honest, and reliable in their representation of the brand.
2. Fashion entrepreneurs should prioritize collaborating with celebrity endorsers who demonstrate relevant knowledge, skills, and experience in fashion so as to build credibility with consumers.
3. In selecting celebrity endorsers, clothing brands should work with attractive celebrity endorsers for their brand ambassador campaigns especially those with a clear "match-up" between the celebrity's type of attractiveness and the brand's values.

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APPENDIX I: QUESTIONNAIRE

KEY

- | | | | |
|----|-------------------|----|----------------|
| 1- | Strongly Disagree | 4- | Agree |
| 2- | Disagree | 5- | Strongly Agree |
| 3- | Undecided | | |

Code	QUESTIONS	
TRUSTWORTHINESS		
TR1	I trust product recommendations more when the celebrity endorser has a reputation for integrity.	
TR2	The celebrity endorser's authentic representation of the made-in-Nigeria clothing influences my buying intention.	
TR3	The celebrity endorser's trustworthiness makes me more confident about the product claims.	
TR4	The celebrity endorser's sincere testimonials about product experience affect my purchase decisions.	
TR5	The celebrity endorser's honest communication about product quality influences my purchase decisions.	
TR6	I feel more secure buying products endorsed by trustworthy celebrity endorsers.	
TR7	I am more willing to buy when the celebrity endorser demonstrates genuine use of locally made clothing brand.	
EXPERTISE		
EX1	The celebrity endorser's expertise in fashion makes me more confident in purchasing from this locally made clothing brand.	
EX2	I am more likely to buy from this brand because of the celebrity endorser's fashion knowledge.	
EX3	I am willing to invest in premium pieces from the locally made clothing brand based on the celebrity endorser's expert recommendations.	
EX4	The celebrity endorser's experience in the fashion industry influences my purchase decisions for locally made clothing.	
EX5	My trust in the celebrity endorser's product knowledge affects my willingness to buy locally made clothing they endorse.	
EX6	My trust in the celebrity endorser's product knowledge affects my willingness to buy locally made clothing they endorse.	

EX7	The celebrity endorser's understanding of local fashion trends affects my intention to buy from the brand.	
ATTRACTIVENESS		
ATT1	I am inspired to try locally made brand after seeing how beautiful it looks on the celebrity endorser.	
ATT2	The celebrity endorser's appearance in the locally made clothing brand motivates me to make a purchase.	
ATT3	The physical attractiveness of the celebrity endorser makes the locally made clothing brand more appealing to me.	
ATT4	The celebrity endorser's elegant presentation of the clothing influences my purchase decisions.	
ATT5	I would consider buying this product because the celebrity endorser's overall aesthetic appeal makes it appear more desirable.	
ATT6	The celebrity endorser's charismatic presence makes me more interested in the locally made clothing brand.	
ATT7	I am more likely to purchase locally made clothing when it is modelled by an attractive celebrity endorser.	
PURCHASE INTENTION (PI)		
PI1	<i>After seeing the celebrity endorser's promotion, I intend to purchase locally made clothing from this brand within the next month.</i>	
PI2	The celebrity's endorsement increases my likelihood of choosing this locally made clothing brand over others.	
PI3	I plan to seek out this locally made clothing brand because of their celebrity endorser's recommendation.	
PI4	The celebrity endorser's demonstration of the clothing quality makes me more likely to make a purchase.	
PI5	I am willing to pay a premium price for this locally made clothing because of the celebrity endorser's credible endorsement.	
PI6	After following the celebrity endorser's social media content, I intend to purchase from this locally made clothing brand.	
PI7	I plan to visit the store of the locally made clothing specifically because of their celebrity endorser campaign	